

# Optometry Times 2016 PRACTICAL CHAIRSIDE ADVICE Media Information

## Production Calendar

Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
JANUARY	12/4	12/14	12/15	12/11	12/18
FEBRUARY	16	1/14	1/19	1/13	1/22
MARCH	2/8	2/17	2/18	2/16	2/23
APRIL	3/9	3/17	3/18	3/16	3/23
MAY	4/11	4/19	4/20	4/18	4/25
JUNE	5/9	5/17	5/18	5/16	5/23
JULY	6/9	6/17	6/20	6/16	6/23
AUGUST	7/11	7/19	7/20	7/18	7/25
SEPTEMBER	8/9	8/18	8/19	8/17	8/24
OCTOBER	9/8	9/16	9/19	9/15	9/22
NOVEMBER	10/11	10/19	10/20	10/18	10/25
DECEMBER	11/7	11/15	11/16	11/14	11/21

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## Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JANUARY</b>	<b>Special Topic:</b> Glaucoma • <b>Departments:</b> Glaucoma, Diabetes, Practice management, Dry eye	<b>Bonus distribution:</b> Glaucoma 360 - GRF meeting, January 28-30 – San Francisco, CA; SECO International, February 24-28 – Atlanta, GA
<b>FEBRUARY</b>	<b>Special Topic:</b> Allergy • <b>Departments:</b> Allergy, Nutrition, Technology, Refractive surgery	<b>Bonus Distribution:</b> SECO International, February 24-28 – Atlanta, GA; Vision Expo East, April 15-17– New York, NY
<b>MARCH</b>	<b>Special Topic:</b> Frames & Lenses • <b>Departments:</b> Glaucoma, Contact lenses, Comanagement, Diabetes	<b>Bonus Distribution:</b> Vision Expo East, April 15-17 – New York, NY
<b>APRIL</b>	<b>Special Topic:</b> Comanagement • <b>Departments:</b> Lens care, Retina, Dry eye, Practice management	<b>Bonus Distribution:</b> Association for Research in Vision and Ophthalmology (ARVO) Meeting, May 1-5 – Seattle, WA; ASCRS, May 6-10 – New Orleans, LA <b>Readex Research Ad Performance Study Issue</b>
<b>MAY</b>	<b>Special Topic:</b> Practice Management • <b>Departments:</b> Diabetes, Glaucoma, Nutrition, Refractive surgery	<b>Bonus Distribution:</b> American Optometric Association, June 24-28 – Seattle, WA
<b>JUNE</b>	<b>Special Topic:</b> Diabetes • <b>Departments:</b> Practice management, Retina, Technology, Contact lenses	<b>Bonus Distribution:</b> American Optometric Association, June 29-July 3, – Boston, MA
<b>JULY</b>	<b>Special Topic:</b> Contact Lenses • <b>Departments:</b> Glaucoma, Dry eye, Comanagement, Nutrition	
<b>AUGUST</b>	<b>Special Topic:</b> Pediatrics • <b>Departments:</b> Allergy, Technology, Diabetes, Refractive surgery	<b>Bonus Distribution:</b> Vision Expo West, September 15-17 - Las Vegas, NV <b>Readex Research Ad Performance Study Issue</b>
<b>SEPTEMBER</b>	<b>Special Topic:</b> Dry Eye • <b>Departments:</b> Glaucoma, Contact lenses, Comanagement, Lens care	<b>Bonus Distribution:</b> Vision Expo West, September 15-17 - Las Vegas, NV; AAO (Ophthalmology) Meeting, October 15-18 – New Orleans
<b>OCTOBER</b>	<b>Special Topic:</b> Contact Lens Care • <b>Departments:</b> Practice management, Retina, Technology, Dry eye	<b>Bonus Distribution:</b> AAO (Optometry) Meeting, Nov. 9-12 – Anaheim, CA
<b>NOVEMBER</b>	<b>Special Topic:</b> Retina • <b>Departments:</b> Glaucoma, Diabetes, Comanagement, Refractive surgery	<b>Bonus Distribution:</b> AAO (Optometry) Meeting, Nov. 9-12 – Anaheim, CA
<b>DECEMBER</b>	<b>Special Topic:</b> Diagnostics & Imaging • <b>Departments:</b> Lens care, Retina, Nutrition, Contact lenses	

\*Editorial content subject to change